Gig Economy and its Impact on Industry and Socio Economic Development of GigWorkers in Marathwada Region of Maharashtra (India): A Study

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Introduction:

The current marketing scenario, we have looking to the industries they are attracting rapidly towards e-commerce platform and app-based technologies has brought in some new forms of working pattern and trends to the workplace. While exploring my research topic, wanted to work on something which is affecting to the society in the present and its implications in the coming future. It was observed that, there is term which is making new especially in the business and employment domain. The curiosity to explore more about the topic, its lead the researcher to understand that, the existing pattern of employment, but which was not common form of employment scenario. Gig economy as such is a new terminology introduced and very few people are familiar with this new terminology. Since, it is at a nascent stage, there has been a very few research activities conducted to know the advantages and disadvantages of this new Gig economy system. There has been some research done in US (United States) as the trend started there before it was adopted elsewhere, and they have reported that around 40% of the workforce is adopting to do freelancing and multiple jobs at a time. Whereas in India although such kind of trend is just making its round, very few empirical studies has been done on this topic. We are living in such a world which is turning to be highly unpredictable, volatile and lots of new changes to be seen not only in terms of the products & services that we use in our daily life, but also changing the way traditional jobs existed.

In general, the recent trends have been created an environment in which temporary posts are found to be common among organizations, and companies hiring contract workers has been widely used for short term engagements, the term is known as Gig economy. This study was intended to understand the reasons for

cause and emergence of such an employment scenario, and the impact of it on individuals as far as industries.

Temporary staffing employment are set to witness the biggest boom ever since 2011 during the festive seasons. Majorly with the player in e-commerce sectors, FMCG, consumer durables and brick and mortar retailers getting prepared up and winning the battle of attracting the prospective consumers. Retail chains Amazon, Flipkart, consumer durables like Panasonic, LG, Samsung, online retailers like Gofers and Educational Institutions are the companies aggressively looking to hire people. The main area where people are required will be Sales, Logistics and customer support, and the overall demand is said to increase from 30-50 % during the festive seasons, especially post the October month.

What is the gig economy?

A gig economy is a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments. The term "gig" is a slang word for a job that lasts a specified period of time. Traditionally, the term was used by musicians to define a performance engagement.

Examples of gig workers include freelancers, independent contractors, project-based workers and temporary or part-time hires. Gig apps and digital technology are often used to connect customers and gig workers.

Who is part of the gig economy?

The gig economy is made up of companies, workers and consumers. All gig workers aren't the same. They include the following:

- freelancers who get paid per task;
- independent contractors who perform work and get paid on a contract-to-contract basis;
- project-based workers who get paid by the project;
- temporary hires who are employed for a fixed amount of time; and

- part-time workers who work less than full-time hours.

The gig economy provides consumers with an alternative to commercial products and industries. They turn to the gig economy for convenience, better service or both. This is the case with ride-hailing apps, like Uber, and food delivery services, like Zomato. Gig apps have also met consumer demand where a service is in short supply or expensive. This is a role Airbnb has played in places where hotel rooms are in short supply, making more temporary accommodations available, sometimes at lower prices.

Background of Study

Everything in the world today is going through a rapid change be it in terms of technological advances or the way any decisions taken in day to day life. Formal education which is considered an essential requirement for any kind of growth and means to gain knowledge in a scientific way is also changing with the changing mindset. With Gig economy being the latest wave, which predicts there is a rise among alternate or freelancer compared to the fulltime employees, there is a change in mindset. Gig economy is a term utilized for a domain for the purpose temporary nature jobs are normal and organizations gets into agreement with freelancers for momentary jobs. It looks like the trend towards a gig economy has begun. There is a prediction by the research survey that by the year 2020, in America there would be more than 40 percent of laborers who would be freelancing. The influences behind the ascent in transient employments are many, one angle is in this computerized age, the employment scenario is progressively versatile and work should progressively be possible from anyplace, with the purpose that activity and area can be isolated. This implies outsourcing laborers have a decision of choosing among impermanent nature of jobs and work the world over, while bosses can choose the best people for explicit undertakings from a greater pool than that accessible in some random region. Choice of Career traditionally was more concerned with one‘s personal interests, likes and dislikes, personality, education and experience and to some extends the family background of an individual. The identity that we gain from our generations can also affect the way we make career

choices. This paper tries to explore the attitude of Millennial generation towards the formal education prevalent in our country. We are living in a world which is turning to be highly unpredictable, volatile and lots of new changes to be seen not only in terms of the products & services that we use in our daily life, but also changing the way traditional jobs exists. The trend seen in some of the developed nations like America and other western countries are, the rise of alternate employment and freelancing which the research says will be more popular like fulltime employment. The routine task of going to office from morning 9am to evening 5pm, the Monday boredom, fear of appraisals, and team members who are frustrating, and irritating has become fading stories in India. In current scenario, the generation which is joining the workforce have a different attitude from their earlier counterparts. The search for experiences and growth, is what people are behind, and the need for stability is not so in-built. —Today the entire nations workforce is all support for the Gig economy. Thus, "gig" workers are taking on positions with fewer labour standards than what is seen in traditional employment.

Common gig economy jobs and industries

Gig economy jobs include familiar positions found in diverse industries, including the following:

- **Accounting and finance.** Independent consultants and mortgage representatives.
- **Administration.** Administrative assistants.
- **Art and design.** Musicians or graphic designers.
- **Construction.** Carpenters and other construction trades.
- **Education.** Substitute instructors and tutors, Teachers.
- **Freelance writing.** Content writers and copywriter jobs.
- **Information technology.** Various jobs, such as information security engineers and network analysts.
- **Media and communications.** Technical writers and photographers.

- **Project management.** Project or office manager jobs.
- **Software development.** engineers and user experience
- **Transportation.** Ride-hailing drivers.

Literature Review

A Gig Economy is also a system where each employer tries to work in temporary term engagement or as a freelancer instead of a full-time contract and it is not solely the employee who needs such jobs, but, however even the employers additionally hire the employee on a brief lived purpose. The emergence of the digital era additionally helped the roles to travel short-termed; nowadays, it permits variant individuals to figure from their home itself. Gig economy is useful for women as they feel unsafe at intervals in some work settings, as a result of which gigs offer social protection for ladies' staff.

In recent years, workers in the India have increasingly moved towards accepting non-standard work arrangements, such as jobs found within the gig economy. The researcher has been taken few reviews from relevant study as follow as

Duggan et al., 2020 In a study conducted on gigs which surveyed women respondents indicated that they are able to earn while staying within the flexible domestic atmosphere and this phenomenon makes their work more comfortable Employees who are retired from regular employment are also making use of this opportunity as a medium for their earnings.

Brustein, 2019, Gig economy staff will vary from ancient freelance contractors, to freelancers and temporary staffing firm staff who work for elite hours throughout the week at specific time frames. Some of the frequently used platforms for gigs are - Uber, Swiggy, Zomato, Eat sure, Qmin etc.

Noronha, 2020, Gig economy in home-based service which adds extended historical context and highlights continuities and changes in relation to the intermediaries' role. Gig economy also cares about different gig-based work and the normal employment relationship.

Jarrahi et al., 2020 Gig work lends to versatile and autonomous work, as the gig employees set their own working time, packages/remunerations, job-roles as well as their own social groups, business associates depending upon their individual cultural and sociological background.

Bernhardt, 2014; Friedman, 2014 The gig economy, a term first coined by a journalist named Tina Brown, is defined as a field of work characterized by labor or "gigs" provided through online platforms, with independent contractors typically completing the work by gig workers.

Brown, 2017 Brown describes these gigs as standalone projects or consultancies that accumulate to form an individual's income. The online platforms that host gig workers do not offer the same commitment or benefits as is found in a traditional employment relationship.

Donovan, Bradley, and Shimabukuru, 2016, the gig economy platforms serve to merely connect the gig worker with the clients who have work to be done.

Bernhardt, 2014, he has identified as contingent, meaning that no explicit or implicit contract is involved regarding long term employment. Gig economy work has also been defined as precarious, which means that workers in the gig economy are not protected by the regulations or support found in traditional employment **Benach & Muntaner, 2007** it is underlined that, the gig workers do pay into social security via their income taxes, and because they are independent contractors, they pay twice as much as traditional employees.

Mulcahy, 2018 he found that, the conditions are noteworthy given evidence that the gig economy may employ as many as 16% of American adults as of 2017 (Board of Governors of the Federal Reserve System, 2017).

1. Significance of the study:

This study is necessary to understand the exact position of Gig works and Gig Economy based Industry. Quality of the employment and their impact on Industry and organization will be measured through this research study.

Objectives of the Study:

1) To study the contribution of Gig worker and employee in the development of Industry/Sector.
2) To understand the socio-economic status of Gig workers and traditional workers.
3) To investigate the current status of Gig economy and its impact on selected industries.
4) To understand the problems and prospects of Gig workers and traditional worker.
5) To know the working pattern and nature of Gig workers and traditional workers.

Hypothesis of the Study:

 # Hypothesis 1

H0: There is no significant difference between Gig worker and permanent worker in the contribution of industry.

H1: There is no significant difference between Gig worker and permanent worker in the contribution of industry.

 # Hypothesis 2

H0: There is no significant difference between gig workers and traditional workers in socio economic status.

H1: There is no significant difference between gig workers and traditional workers in socio economic status.

 # Hypothesis 3

H0: There is no significance impact of Gig workers on selected industries

H1: There is significance impact of Gig workers on selected industries

RESEARCH METHODOLOGY

Research Methodology is considered as a blue print of the Study conducted, which incorporates steps of knowledge collection, sample selection, sort of questionnaire, process of knowledge and eventually interpretation of the information. This is a strategy used to purposely deal with an assessment issue under scrutiny. It will in general be fathomed as an investigation of concentrating how research can be executed in a sensible way.

The various systems grasped by investigator in considering his investigation issue is what we realize in this strategy. The researcher not only needs to understand various methods and techniques of carrying out research but also to know the research methodology. Researchers not only needs to know how to calculate Mean, Mode, Median, Standard Deviation and other statistical tools like Chi Square test, Annova and other test, but also needs to know when and at what situations these tests should be used in their research. Researcher's additionally needs to comprehend the suppositions basic different methods and they have to comprehend the measures by which they can choose certain systems and methodology will be material to specific issues and other won't. The whole situation expresses that the analyst needs to structure his procedure, for their concern as it might vary from issue to issue. It tends to be said that exploration system has numerous measurements and research strategies to comprise a piece of the examination philosophy.

Population:

The population or Universe represents the entire group of units which is considered under study. Hence the population could consist of the selected district of Marathwada region. So, it can be said that it is an aggregate of all the elements possessing certain specific characteristics needs to be studied before the sample population. Population can be infinite population.

Sample Size:

The researcher needs to ensure that the sub-categories created have a homogenous sample under study. In this research researcher will going to use purposive sampling method. Researcher will be to select 400 samples for this research study to fulfillment of objectives.

Universe can be defined classified as existent and hypothetical. A universe containing manufacturing industries, education and delivery based service industries to existent real population.

Data Processing:

The data will be tabulated and analysed with the help of tools such as simple percentages, Simple average, Weighted Mean, ANOVA and Chi-Square test etc. The data will present by using tables, charts, graphs, diagrams etc. And software will be use SPSS and Microsoft excel etc.

Limitations of the study:

1. This research study is limited only Marathwada Region of Maharashtra.
2. Period of the research is only 2 years.
3. This research is based Gig workers on limited samples

Chapter Scheme: The study will be presented with the help of below listed five chapters.

Chapter 1: Introduction

Chapter 2: Overview of Gig Economy

Chapter 3: Literature Review

Chapter 4: Research Methodology

Chapter 5: Data Analysis and Interpretation

Chapter 6: Conclusions and Suggestions

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